

CableFAX Daily™

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What the Industry Reads First

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Five Years Later: Cable's STEM Progress Report

It's been 5 years since *President Obama* launched "Educate to Innovate," a nationwide effort to improve the competitive stance of American children (and America at large), in the global marketplace with STEM education. The campaign was built on partnerships with organizations committed to inspiring young people to look at science, technology, engineering and math in new ways. Cable answered the call, with **Time Warner Cable** and **Discovery** among the most prominent companies involved. Now that some time has passed, what's their grade for promoting STEM? TWC, helmed by the late *Glenn Britt*, pledged \$100mln (which amounted to about 80% of its philanthropy budget) to a 5-year plan to support its Connect a Million Minds campaign in 2009. "At the time, certainly there were companies that were in the STEM space, but there weren't very many that were on the demand side, the inspiration problem," said *Tessie Topol*, vp of corporate social responsibility at TWC. "We thought if we brought our media assets to bear and mobilize employees, that could be a game-changer." So, the MSO began its campaign by asking parents, relatives and educators to take a pledge to connect a young person in their lives with "hands-on science, technology, engineering and math learning opportunities." Those committed to seeking out STEM for kids could then take advantage of a number of events, contests and tools the company made available on their website dedicated to the cause, connectamillionminds.com. For TWC, effectively mobilizing their network was essential to their game plan. "If a parent makes a pledge to connect a young person in their life to STEM, we didn't want to then just leave them high and dry and say 'well, good luck with that,'" said Topol. "We wanted to give them real tools to make those connections." Star-studded events included National CAMM Day at TWC Studios featuring **NFL** athlete *Victor Cruz* and **Food Network** chef *Anne Burrell*, and the "Wouldn't It Be Cool If..." invention competition featuring musician *Will.i.am*. Topol predicted that if even a small portion of TWC's 99mln households became involved, they could have an impact. How'd it do? The campaign's online ticker says it's reached over a million minds (more like 1,003,000). **Discovery Comm** and Discovery Education jointly pledged \$150mln to fund their "Be the Future" campaign, launching a 5-year initiative encompassing a series of PSAs to be aired across their 13 US networks, a commercial-free educational kids block on the **Science Channel** and the free distribution of interactive educational content to parents and educators via Discovery Education STEM Camp,

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THIS FALL

FXX is the new, exclusive cable and non-linear home to 552 episodes from all 25 seasons of *The Simpsons*. It all kicks off with a record-breaking marathon August 21 – September 1, with 552 episodes as well as *The Simpsons Movie*. Beginning September 2, *The Simpsons* will regularly air on FXX weekdays and weekends including thematic mini-marathons every Sunday.

And this Fall, Simpsons World launches—an interactive, immersive experience available online and via FXNOW to authenticated users.

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the product of a partnership with the Siemens Foundation, among other things. Much of the free content was designed specifically as a tool to engage students during after-school hours. *Lori McFarling*, CMO of **Discovery Education** and domestic distribution, said the need for such curriculum had been identified beforehand. "What we found through talking with experts and educators is that there is a significant hole, a need for student engagement in STEM after the school bell rings. It's a high focus for us to make sure we're doing our part to get this content out there for use." The commercial-free programming ran Mon-Fri and featured female Mythbuster *Kari Byron*. Also in the past five years, Discovery became the official media partner of US2020, an organization dedicated to pairing 1 million students from underrepresented demographic groups with professional mentors in STEM fields by the year 2020. Considering the perpetual importance of STEM learning, both companies plan to continue their STEM programs beyond their initial goals with future emphasis on minority groups and girls. "It's an ongoing process," said McFarling. "For us, it's not over by a longshot." For a closer look at Discovery and TWC's STEM initiatives go to Cablefax.com.

In the Courts: Former Veep *Al Gore* is suing **Al Jazeera America**, claiming the programmer has withheld \$65m of proceeds from the sale of **Current TV**. Gore, co-founder of the channel, sold Current TV for \$500m in early last year, and the channel was rebranded as news net Al Jazeera America. The fraud and breach of contract lawsuit was filed in a DE court. "Our outside counsel is reviewing the complaint. We think it relates to a commercial dispute between former shareholders of Current Media and Al Jazeera America," a spokesman for the net said.

Broadband Report: Broadband was a real shining spot for cable in 2Q. The top cable MSOs accounted for 99% of the net broadband additions for the quarter, adding about 380K net new subs (up 128% YOY), said a report by **Leichtman Research**. The top telephone companies added around 2K broadband subs in the period, compared to a loss of about 2K a year ago. **AT&T** and **Verizon** added 627K subs, with a net loss of 636K DSL subs. Overall, broadband additions in 2Q were 30% more than additions in 2Q 2013. "With the addition of more than 30 million broadband subscribers over the past decade, cable providers have clearly expanded well beyond their roots in cable TV service," said *Bruce Leichtman*, head of the research firm, noting that as of the end of 2Q, the top cable providers have more broadband subs than video subs.

DirecTV Lands New Show: *Rich Eisen*, host of the weekly podcast on **NFL.com**, will have a new show on **DirecTV**. Dubbed "The Rich Eisen Show," the daily talk show will premiere on Oct 6 and air on the satellite provider's **Audience Network** from noon to 3pm, as part of DirecTV's deal with NFL. The show will also be available on the service provider's ROOT Sports-branded regional sports networks in Pittsburgh, Denver and Seattle. In addition, the show will be available digitally on NFL Now, which offers a customized stream of content.

Sony Readies TV Launch: Small is big. **Sony's** pint-sized PlayStation TV will launch in North America on Oct 14, and the streaming console is expected to allow users to stream video through various streaming apps from the PlayStation Store. The device is also expected to work with Sony's upcoming OTT service. Company execs announced earlier this year that the paid streaming service would feature access to live, on-demand and DVR content.

Emmy Wins: **Comcast** and **HBO** were among the winners of Emmy's User Experience and Visual Design category. The MSO was awarded for its Xfinity TV platform while the net was recognized for the "Game of Thrones Viewer's Guide." In addition, **Pivot's** "HitRecord On TV" and **NatGeo's** "Live From Space" won in the Social TV Experience category. **Discovery Channel's** "Skywire Live with *Nik Wallenda*" was recognized for multiplatform storytelling.

Programming: Ready for more soccer on **ESPN**? The net reached a multimedia rights sub-license agreement with **Fox Sports Media Group** to carry some **UEFA** Champions League matches across the net's media platforms starting this fall through the 2017-2018 season. The deal would allow **ESPN Deportes** to exclusively air 72 matches including the playoff round, group stage and knockout phase. The deal also includes non-exclusive rights to up to 68 matches on **ESPN3**, including 8 matches from the playoff and 60 from the group stage. ESPN also acquired replay rights to some matches for its digital and on-demand platforms, after FOX Sports has made its exclusive selections. Live access to ESPN's matches in English and Spanish will be available through ESPN's TVE app WatchESPN. In addition to the matches, ESPNFC.com, the ESPN FC app and ESPNdeportes.com will feature video highlights, news and analysis. -- **Starz** greenlit a 2nd season of original series "Outlander."

Editor's Note: Go to cablefax.com to check out the stellar agenda for the TV Innovation Summit in NYC on Sept 18.

CableFAX Week in Review

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
BROADCASTERS/DBS/MMDS				
DIRECTV:	DTV	84.21	0.25%	21.94%
DISH:	DISH	64.77	3.47%	11.83%
ENTRAVISION:	EVC	4.23	(10%)	(30.54%)
GRAY TELEVISION:	GTN	10.30	(14.74%)	(0.68%)
MEDIA GENERAL:	MEG	16.02	(12.46%)	(29.12%)
NEXSTAR:	NXST	43.99	(8.37%)	(21.07%)
SINCLAIR:	SBGI	29.01	(10.13%)	(18.81%)

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
MSOS				
CABLEVISION:	CVC	18.18	1.06%	1.39%
CHARTER:	CHTR	155.61	2.35%	13.78%
COMCAST:	CMCSA	54.63	2.11%	5.12%
COMCAST SPCL:	CMCSK	54.39	2.16%	9.04%
GCI:	GNCMA	11.08	0.27%	(0.63%)
GRAHAM HOLDING:	GHC	712.30	1.36%	7.38%
LIBERTY GLOBAL:	LBTYA	43.76	5.29%	(30.5%)
LIBERTY INT:	LINTA	28.38	2.34%	(3.3%)
SHAW COMM:	SJR	24.91	(1.77%)	2.34%
TIME WARNER CABLE:	TWC	148.31	1.78%	9.45%

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
PROGRAMMING				
21ST CENTURY FOX:	FOXA	35.86	9.30%	1.96%
AMC NETWORKS:	AMCX	60.95	3.39%	(10.51%)
CBS:	CBS	59.99	1.28%	(5.88%)
CROWN:	CRWN	3.43	(0.58%)	(2.83%)
DISCOVERY:	DISCA	43.48	2.85%	(51.91%)
DISNEY:	DIS	89.28	2.80%	16.86%
GRUPO TELEVISIA:	TV	36.77	6.46%	21.51%
HSN:	HSNI	59.42	1.75%	(4.62%)
LIONSGATE:	LGF	32.74	1.99%	3.41%
MADISON SQUARE GARDEN:	MSG	61.23	3.03%	6.34%
SCRIPPS INT:	SNI	80.12	2.48%	(7.28%)
STARZ:	STRZA	28.99	2.84%	(0.85%)
TIME WARNER:	TWX	76.50	4.47%	9.72%
VALUEVISION:	VTV	4.66	(9.51%)	(33.33%)
VIACOM:	VIA	81.52	1.23%	(7.12%)
WWE:	WWE	13.86	0.80%	(16.41%)

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
TECHNOLOGY				
ADVANTAGE:	AEY	2.33	(1.69%)	(13.38%)
ALCATEL LUCENT:	ALU	3.18	(13.82%)	(27.73%)
AMDOCS:	DOX	45.42	1.61%	10.14%
AMPHENOL:	APH	100.39	1.83%	12.57%
AOL:	AOL	43.63	0.53%	(6.41%)
APPLE:	AAPL	97.98	3.42%	(82.54%)
ARRIS GROUP:	ARRS	31.59	4.92%	29.79%
AVID TECH:	AVID	7.70	2.53%	(5.52%)
BLNDER TONGUE:	BDR	1.55	82.35%	55.00%
BROADCOM:	BRCM	38.01	1.90%	28.20%
CISCO:	CSCO	24.43	(2.4%)	8.92%
CONCURRENT:	CCUR	7.22	(2.56%)	(11.63%)
CONVERGYS:	CVG	18.40	(8.82%)	(12.59%)
CSG SYSTEMS:	CSGS	27.39	0.92%	(6.84%)
ECHOSTAR:	SATS	48.35	(1.29%)	(2.76%)
GOOGLE:	GOOG	573.48	0.83%	(48.83%)
HARMONIC:	HLIT	6.15	(2.38%)	(16.67%)

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
INTEL:	INTC	34.17	4.82%	31.63%
INTERACTIVE CORP:	IACI	67.39	5.23%	(1.84%)
JDSU:	JDSU	10.87	(7.92%)	(16.36%)
LEVEL 3:	LVT	41.98	1.43%	26.56%
MICROSOFT:	MSFT	44.79	3.68%	19.73%
NIELSEN:	NLSN	47.54	0.72%	3.60%
RENTRAK:	RENT	48.66	(1.48%)	28.42%
SEACHANGE:	SEAC	7.33	(3.04%)	(39.72%)
SONY:	SNE	18.41	5.68%	6.48%
SPRINT NEXTEL:	S	5.69	(26.3%)	(47.07%)
TIVO:	TIVO	13.42	(1.32%)	2.29%
UNIVERSAL ELEC:	UEIC	52.94	0.32%	38.91%
VONAGE:	VG	3.26	(2.98%)	37.55%
YAHOO:	YHOO	36.47	1.56%	(9.82%)

Company	Ticker	8/15 Close	1-Week % Chg	YTD %Chg
TELCOS				
AT&T:	T	34.74	(2.25%)	(1.19%)
CENTURYLINK:	CTL	40.40	1.35%	26.84%
TDS:	TDS	25.33	1.77%	(1.75%)
VERIZON:	VZ	48.80	0.21%	(0.69%)

Index	Value	% Chg	YTD %Chg
MARKET INDICES			
DOW:	DJI	1662.91	(89.95%) (89.97%)
NASDAQ:	IXIC	4464.93	2.15% 6.90%
S&P 500:	GSPC	1955.06	1.22% 5.77%

WINNERS & LOSERS

THIS WEEK'S STOCK PRICE WINNERS

COMPANY	CLOSE	1-WK CH
1. BLNDER TONGUE:	1.55	82.35%
2. 21ST CENTURY FOX:	35.86	9.30%
3. GRUPO TELEVISIA:	36.77	6.46%
4. SONY:	18.41	5.68%
5. LIBERTY GLOBAL:	43.76	5.29%

THIS WEEK'S STOCK PRICE LOSERS

COMPANY	CLOSE	1-WK CH
1. DOW:	1662.91	(89.95%)
2. SPRINT NEXTEL:	5.69	(26.3%)
3. GRAY TELEVISION:	10.30	(14.74%)
4. ALCATEL LUCENT:	3.18	(13.82%)
5. MEDIA GENERAL:	16.02	(12.46%)

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